



EXECUTIVE COMMITTEE MEETING
via Telephone Conference Call;
or in Person at 1521 I Street, Sacramento, CA 95814

Conference Call in Number: 866-815-0941
International Dial-In Number: 702-696-4389
Conference Code: 1771045

Thursday, March 10, 2011
10:00 a.m. – 11:00 a.m.

AGENDA

- I. CALL TO ORDER – JOHN FAGUNDES, Chairman (10:00 a.m.)**
- II. REFERENDUM**
 - A. WIND DOWN OF THE COMMISSION
 - a. Wind Down Plan – Final Draft
 - b. Results of Grower Poll on Formation of a Voluntary Marketing Agreement
 - c. Kiwifruit Marketing Agreement
- III. MARKET DEVELOPMENT**
 - A. 2010 – 2011 MARKET DEVELOPMENT & EDUCATION PROJECTS
- IV. CULTURAL, PROCESSING & RESEARCH**
 - A. BACTERIAL CANKER RESEARCH
 - a. Review of Bacterial Canker Literature Review Part 1
 - b. Development of Response/Action Plan
 - c. Collaboration with New Zealand Research
 - B. SPECIALLY CROP BLOCK GRANT RESEARCH TO DEVELOP BEST PRACTICES
- VI. OTHER BUSINESS**
- VII. NEW BUSINESS**
- VIII. ADJOURNMENT**

All agenda items are subject to discussion and possible action. This notice and agenda are also available on the Internet at www.cdfa.ca.gov/mkt/mkt/meetings.html